



WJLA-TV WASHINGTON, DC

WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

Grassroots Media LLC
146 Montgomery Avenue Suite 201
BALA CYNWYD, PA 19004

Contract # 4956110

Schedule Dates 08/24/21-08/30/21
Advertiser Terry McAuliffe for Governor of Virginia-D (14151)
Agency Grassroots Media LLC (19605)
Product POLITICAL CANDIDATE (ns) (1186)
Brand EST. 613 (1604597)
Salesperson HOUSE-WASHINGTON, WJLA/GJLA/EJLA (3869)
Sales Office WJLA/GJLA/EJLA
Buyer Name
Phone/Fax /
CPE 40/41/613
Account Types Local/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments Separation: 30
:60s

Date Entered 08/23/21
Last Modified 08/23/21
Entered By Alexa Schram
CO-OP No
External # 10904000
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$7,710.00
Net Total \$43,690.00
Sales Tax

Washington (WJLA)

By Broadcast Month	Spots	Rate
Aug. 2021	26	\$49,600.00
Sep. 2021	1	\$1,800.00
Grand Total:	27	\$51,400.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	08/24/21-08/26/21	2	1:00	5A- News-7News ON YOUR SIDE at 5AM			1	1	1				3	\$500.00	\$1,500.00	Washington (WJLA)	Daypart EM 7NEWS ON YOUR SIDE AT 5AM(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav	8/23/21
2.0	Normal Line / Access	08/24/21-08/26/21	2	1:00	7:29:26P- Jeopardy			1		1				2	\$5,600.00	\$11,200.00	Washington (WJLA)	Daypart PA JEOPARDY(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/23/21
3.0	Normal Line / Prime Premium	08/24/21-08/24/21	2	1:00	7:57:56P- ABC-Bachelor in Paradise (Tuesday)			1						1	\$9,000.00	\$9,000.00	Washington (WJLA)	Daypart PT BACHELORETTE(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/23/21
4.0	Normal Line / SPOT	08/28/21-08/28/21	2	1:00	9A- ABC-Good Morning America Saturday 2							1		1	\$800.00	\$800.00	Washington (WJLA)	Daypart WK GMA - SAT B(Agency)-LPMay/2021LS adj. LPJul/2020LS (pav)	8/23/21
5.0	Normal Line / SPOT	08/29/21-08/29/21	2	1:00	7:58:40A- ABC-Good Morning America Sunday								1	1	\$800.00	\$800.00	Washington (WJLA)	Daypart WK GMA-SUN(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/23/21

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



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6.0	Normal Line / SPOT	08/24/21-08/26/21	2	1:00	5:58:15A- News-7News ON YOUR SIDE at 6AM			1	1	1				3	\$1,000.00	\$3,000.00	Washington (WJLA)	Daypart EM 7NEWS ON YOUR SIDE AT 6AM(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/23/21
7.0	Normal Line / SPOT	08/24/21-08/30/21	2	1:00	6:58A- ABC-Good Morning America		1	1	1	1	1			5	\$1,800.00	\$9,000.00	Washington (WJLA)	Daypart EM GOOD MORNING AMERICA(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/23/21
8.0	Normal Line / SPOT	08/24/21-08/26/21	2	1:00	10A- Rachael Ray			1	1	1				3	\$500.00	\$1,500.00	Washington (WJLA)	Daypart DT RACHEL RAY(Agency)-LPMay/2021LS adj. LPJul/2020LS (pav)	8/23/21
9.0	Normal Line / SPOT	08/24/21-08/26/21	2	1:00	4:59:30P- News-7News ON YOUR SIDE at 5PM			1	1	1				3	\$1,400.00	\$4,200.00	Washington (WJLA)	Daypart EN 7NEWS ON YOUR SIDE AT 5(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/23/21
10.0	Normal Line / SPOT	08/24/21-08/26/21	2	1:00	5:59:26P- News-7News ON YOUR SIDE at 6PM			1	1	1				3	\$2,000.00	\$6,000.00	Washington (WJLA)	Daypart EN 7NEWS ON YOUR SIDE AT 6(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/23/21

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11.0	Normal Line / SPOT	08/28/21-08/28/21	2	1:00	6P- News-7News ON YOUR SIDE Weekend at 6PM							1			\$800.00		Washington (WJLA)	Daypart EN 7NEWS ON YOUR SIDE AT 6(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/23/21
11.0.1	Preempt	08/28/21															Washington (WJLA)	Order Error/Exception - NFL	
12.0	Normal Line / SPOT	08/29/21-08/29/21	2	1:00	6:30P- News-7News ON YOUR SIDE Weekend at 630PM								1	1	\$800.00	\$800.00	Washington (WJLA)	Daypart EN 7NEWS ON YOUR SIDE AT 6:30(Agency) -LPMay/2021LS adj. LPJul/2020LS (pa	8/23/21
13.0	Normal Line / Access	08/25/21-08/25/21	2	1:00	6:58:46P- Wheel Of Fortune				1					1	\$3,600.00	\$3,600.00	Washington (WJLA)	Daypart PA WHEEL OF FORTUNE(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/23/21

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